

WHAT IS CLAIMED:

- 10 1. A combined calendar and advertising format comprising:
- (a) a plurality of sheets of printable stock, each sheet having a top, a bottom, opposed sides, a upper face and a reverse face;
- 15 (b) a plurality of transversely defined panels on each of said sheets;
- (c) a plurality of printed matter and graphics contained on each of said panels; and,
- 20 (d) at least one monthly calendar contained on one of said panels.
2. *rev* The format of claim 1 wherein said printable stock is from about 20 pound weight to about 40 pound weight.
- 25 3. *103 - Indicia* The format of claim 1 wherein said printed matter is commercial and personal advertising copy and combinations thereof and said graphics are selected from the group consisting of artistic renderings, art reproductions, photographs, trademarks, service marks, and combinations thereof.
- 30 4. *103 - Indicia* The format of claim 3 wherein said printed matter is in the form of commercial advertising identifying dining and eating establishments selected from the group consisting of catering halls, fast food chains, restaurants and combinations thereof and said graphics are in the form

5 of artistic renderings and photographs selected from the group  
consisting of foods, meals, prepared dishes and combinations thereof.

5. The format of claim 1 wherein each of said panels contains a different  
monthly calendar.

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6. The format of claim 5 wherein a sufficient number of said sheets is  
provided so that said monthly calendars collectively span a calendar  
year.

15 7. The format of claim 1 wherein said sheets are joined together at their  
tops.

*lower of*  
8. The format of claim 1 wherein three transversely defined panels are  
contained on each of said sheets.

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*lower of*  
9. The format of claim 8 wherein each of said panels contains a different  
monthly calendar, printed matter and graphics.

*lower of*  
10. A combined calendar and advertising format comprising:

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(a) a plurality of sheets of printable stock, each sheet having a top,  
a bottom, opposed sides, an upper face and a reverse face, the  
upper face of each of said sheets being divided into three  
transversely defined panels;

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(b) a plurality of printed matter and graphics contained on each of  
said panels;

5 (c) a different monthly calendar contained on each of said panels;  
and,

(d) means to join said sheets together at their tops.

10 11. *my* The format of claim 10 wherein said printable stock is from about  
20 pound weight to about 40 pound weight.

15 12. *Indicia* The format of claim 10 wherein said printed matter is commercial and  
personal advertising copy and combinations thereof and said graphics  
are selected from the group consisting of artistic renderings, art  
reproductions, photographs, trademarks, service marks, and  
combinations thereof.

20 13. *Indicia* The format of claim 12 wherein said printed matter is in the form of  
commercial advertising identifying dining and eating establishments  
selected from the group consisting of catering halls, fast food chains,  
restaurants, and combinations thereof and said graphics are in the  
form of artistic renderings and photographs selected from the group  
consisting of foods, meals, prepared dishes and combinations thereof.

25 14. The format of claim 12 wherein a sufficient number of said sheets are  
provided so that said monthly calendars collectively span a calendar  
year.

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5 15. A combined calendar and advertising format comprising:

(a) a plurality of sheets of printable stock, each sheet having a top,  
a bottom, opposed sides, an upper face and a reverse face, the  
upper face of each of said sheets being divided into three  
10 transversely defined panels;

(b) a plurality of printed matter and graphics contained on each of  
said panels;

15 (c) a different monthly calendar contained on each of said panels,  
said sheets being sufficient in number such that said monthly  
calendars collectively span a calendar year; and,

(d) means to join said sheets together at their tops.

20 16. *my* The format of claim 15 wherein said printable stock is from about 20  
pound weight to about 40 pound weight.

25 17. *Andrew* The format of claim 15 wherein said printed matter is commercial and  
personal advertising copy and combinations thereof and said graphics  
are selected from the group consisting of artistic renderings, art  
reproductions, photographs, trademarks, service marks, and  
combinations thereof.

30 18. *Andrew* The format of claim 17 wherein said printed matter is in the form of  
commercial advertising identifying dining and eating establishments  
selected from the group consisting of catering halls, fast food chains,  
restaurants and combinations thereof and said graphics are in the form

5 of artistic renderings and photographs selected from the group  
consisting of foods, meals, prepared dishes and combinations thereof.

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